



WTIC-TV

ORDER

Print Date 10/26/12 Page 1 of 2

Flight Dates 10/26/12-11/01/12

Contract / Revision 402311 /

Original Date / Revision
10/26/12 10/26/12

Advertiser CT Future Pac

Agency Waterfront Strategies

Buying Contact

3050 K St NW
Suite 100
Washington, DC 20007Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

CT FUTURE PAC

Agency Com 15%

Billing Contact

3050 K St NW
Suite 100
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2253

Alt Order # 06397909

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Order Share 15% Market Value 24666

Competing Station	% of Order	Amount
2WCCT	1%	246
3WFSB	27%	6660
4WVIT	29%	7153
5WTNH	28%	6906
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	2	\$1,530.00	\$1,800.00	0.00	10/01/12	10/28/12	2	\$1,530.00	\$1,800.00
November 2012	3	\$1,615.00	\$1,900.00	0.00	10/29/12	11/01/12	3	\$1,615.00	\$1,900.00
Totals	5	\$3,145.00	\$3,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/29/12	11/01/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	MTWT---	:30	1	\$200.00	02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWT---					1	\$200.00		0.00			
E 2	61	10/29/12	11/01/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWT---	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWT---					1	\$400.00		0.00			
E 3	61	10/29/12	11/01/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWT---	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWT---					1	\$1,300.00		0.00			
E 4	61	10/27/12	10/27/12	Sa 12p-4p Sa 1p-3p (1:00 PM-3:00 PM)	CM	1p-3p	-----1-	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$300.00		0.00			



Hiatus Dates

Order Sep 00:15:00

Estimate # **2253**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 5	61	10/28/12	10/28/12	Su 10p-11p	CM	10p-11p	-----1	:30	1	\$1,500.00	02	0.00	NM	1	\$1,500.00	
				Su 10p-11p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----1	1		\$1,500.00	0.00								
														Totals	5	\$3,700.00